

Abstract

The thesis “Development in media reflection of cycling race Tour de France in daily newspaper Mladá fronta DNES and in Czech Television in 2010–2015” deals with the world's most famous cycling race and the way it is presented in selected Czech media. It summarizes the basic information about the history of the race and outlines how Tour de France was referred to during given years. Based on a qualitative content analysis, the thesis also examines the news routines that appear in the output, focusing on how the production is affected by the so-called couch journalism and if the results are influenced by the journalists being fans themselves. These phenomena are examined considering six individual Tour de France races. The analyzed media include Mladá fronta DNES and Czech Television, two media flagships, as far as referring to Tour de France is concerned. One of the sources for the practical and theoretical part of this thesis are also interviews with Tomáš Jílek – reporter from Czech Television – and Tomáš Macek – reporter from Mladá fronta DNES.